Absolutes/col percents

Table 1

Q.1 Many local people are saying that they probably won't vote at all in the upcoming by-election when it happens on 28th February, while others say they definitely would vote. Please say how likely you are to vote in the by-election here, when it happens - on a scale of 1-10, where 1 means you definitely would not vote, and 10 means you are certain to vote.

|                            |      |              | Ger        | nder       |           |           | Ad        | ae         |           |            |            | Social     | Class     |            |           | Va        | oting Intentio | on        |            | :          | 2010 Vote |            |
|----------------------------|------|--------------|------------|------------|-----------|-----------|-----------|------------|-----------|------------|------------|------------|-----------|------------|-----------|-----------|----------------|-----------|------------|------------|-----------|------------|
|                            |      | <u>Total</u> | Male       | Female     | 18-24     | 25-34     | 35-44     | 45-54      | 55-64     | 65+        | AB         | <u>C1</u>  | C2        | DE         | Cons      | Lab       | Lib Dem        | UKIP      | DK/ Ref    | Cons       | Lab       | Lib Dem    |
| Unweighted base            |      | 1001         | 475        | 526        | 48        | 110       | 186       | 175        | 179       | 303        | 450        | 201        | 132       | 218        | 128       | 62        | 169            | 108       | 389        | 200        | 73        | 320        |
| Weighted base              |      | 1001         | 490        | 511        | 110       | 160       | 180       | 190        | 160       | 200        | 290        | 300        | 210       | 200        | 125       | 57        | 149            | 110       | 373        | 213        | 52        | 252        |
| Absolutely certain to vote | (10) | 503<br>50%   | 260<br>53% | 244<br>48% | 32<br>29% | 49<br>31% | 83<br>46% | 107<br>56% | 91<br>57% | 140<br>70% | 159<br>55% | 148<br>49% | 92<br>44% | 104<br>52% | 86<br>69% | 38<br>67% | 96<br>65%      | 78<br>72% | 180<br>48% | 146<br>69% | 33<br>63% | 171<br>68% |
|                            | (9)  | 51<br>5%     | 31<br>6%   | 20<br>4%   | 5<br>5%   | 7<br>4%   | 14<br>8%  | 7<br>4%    | 11<br>7%  | 7<br>4%    | 14<br>5%   | 20<br>7%   | 9<br>4%   | 7<br>4%    | 5<br>4%   | 2<br>4%   | 8<br>6%        | 3<br>3%   | 30<br>8%   | 15<br>7%   | 4<br>8%   | 14<br>5%   |
|                            | (8)  | 69<br>7%     | 28<br>6%   | 42<br>8%   | 3<br>3%   | 21<br>13% | 14<br>8%  | 12<br>6%   | 9<br>6%   | 10<br>5%   | 20<br>7%   | 26<br>9%   | 14<br>7%  | 9<br>5%    | 6<br>5%   | 3<br>6%   | 11<br>7%       | 16<br>15% | 31<br>8%   | 16<br>8%   | 6<br>12%  | 25<br>10%  |
|                            | (7)  | 48<br>5%     | 24<br>5%   | 24<br>5%   | 6<br>5%   | 9<br>5%   | 10<br>6%  | 10<br>5%   | 9<br>6%   | 4<br>2%    | 17<br>6%   | 10<br>3%   | 10<br>5%  | 10<br>5%   | 11<br>9%  | 1<br>2%   | 10<br>7%       | 1<br>1%   | 23<br>6%   | 8<br>4%    | 3<br>5%   | 10<br>4%   |
|                            | (6)  | 15<br>1%     | 6<br>1%    | 8<br>2%    | -         | 5<br>3%   | 4<br>2%   | -          | 2<br>1%   | 3<br>2%    | 2<br>1%    | 4<br>1%    | 3<br>1%   | 6<br>3%    | 3<br>2%   | -         | 1<br>1%        | 1<br>1%   | 10<br>3%   | -          | -         | 2<br>1%    |
|                            | (5)  | 79<br>8%     | 39<br>8%   | 40<br>8%   | 16<br>15% | 17<br>10% | 11<br>6%  | 7<br>4%    | 21<br>13% | 8<br>4%    | 19<br>6%   | 21<br>7%   | 28<br>13% | 11<br>5%   | 4<br>3%   | 10<br>18% | 16<br>10%      | 8<br>8%   | 41<br>11%  | 10<br>5%   | 1<br>2%   | 11<br>4%   |
|                            | (4)  | 11<br>1%     | 6<br>1%    | 6<br>1%    | 6<br>5%   | -         | 1<br>1%   | 4<br>2%    | -         | 1          | 5<br>2%    | 6<br>2%    | -         | 1          | 3<br>3%   | -         | 3<br>2%        | *         | 5<br>1%    | -          | -         | 3<br>1%    |
|                            | (3)  | 25<br>2%     | 13<br>3%   | 12<br>2%   | 6<br>5%   | 7<br>4%   | 6<br>3%   | 2<br>1%    | 2<br>2%   | 2<br>1%    | 8<br>3%    | 10<br>3%   | 6<br>3%   | -          | 3<br>2%   | 2<br>3%   | 4<br>3%        | -         | 14<br>4%   | 2<br>1%    | 1<br>1%   | 4<br>2%    |
|                            | (2)  | 26<br>3%     | 11<br>2%   | 15<br>3%   | 5<br>5%   | 9<br>6%   | 1         | 5<br>3%    | 2<br>1%   | 3<br>2%    | 10<br>3%   | 6<br>2%    | 6<br>3%   | 4<br>2%    | 3<br>2%   | -         | -              | -         | 18<br>5%   | 4<br>2%    | -         | 1          |
| Definitely would not vote  | (1)  | 152<br>15%   | 62<br>13%  | 90<br>18%  | 26<br>23% | 31<br>19% | 36<br>20% | 35<br>18%  | 11<br>7%  | 14<br>7%   | 32<br>11%  | 42<br>14%  | 37<br>18% | 41<br>20%  | -         | -         | -              | -         | -          | 12<br>6%   | 4<br>8%   | 9<br>3%    |
| Refused                    |      | 6<br>1%      | 3<br>1%    | 4<br>1%    | -         | 4<br>3%   | -         | -          | -         | 2<br>1%    | 1          | 3<br>1%    | 3<br>1%   | 1          | -         | -         | -              | -         | 6<br>2%    | -          | 1<br>2%   | *          |
| Don't know                 |      | 15<br>2%     | 8<br>2%    | 7<br>1%    | 6<br>5%   | 2<br>1%   | -         | 2<br>1%    | -         | 5<br>3%    | 4<br>1%    | 3<br>1%    | 1<br>1%   | 8<br>4%    | -         | -         | -              | -         | 15<br>4%   | 1<br>1%    | -         | 2<br>1%    |
| Mean                       |      | 7.34         | 7.61       | 7.09       | 5.63      | 6.28      | 7.09      | 7.44       | 8.09      | 8.63       | 7.70       | 7.41       | 6.84      | 7.24       | 8.85      | 8.67      | 8.75           | 9.18      | 8.08       | 8.74       | 8.62      | 8.82       |
| Standard deviation         |      | 3.45         | 3.31       | 3.56       | 3.65      | 3.54      | 3.58      | 3.60       | 2.82      | 2.75       | 3.25       | 3.39       | 3.55      | 3.67       | 2.10      | 2.17      | 2.03           | 1.52      | 2.53       | 2.52       | 2.61      | 2.26       |
| Standard error             |      | 0.11         | 0.15       | 0.16       | 0.54      | 0.34      | 0.26      | 0.27       | 0.21      | 0.16       | 0.15       | 0.24       | 0.31      | 0.25       | 0.19      | 0.28      | 0.16           | 0.15      | 0.13       | 0.18       | 0.31      | 0.13       |



Table 2
Q.2 Who will you vote for in next week's by-election? Will it be ...
Base: All respondents

|   |              |            | nder       |           |           | Ag        |           |              |           |           | Social    |           |           |             | V          | oting Intention |             |            |           | 2010 Vote |           |
|---|--------------|------------|------------|-----------|-----------|-----------|-----------|--------------|-----------|-----------|-----------|-----------|-----------|-------------|------------|-----------------|-------------|------------|-----------|-----------|-----------|
|   | <u>Total</u> | Male       | Female     | 18-24     | 25-34     | 35-44     | 45-54     | <u>55-64</u> | 65+       | AB        | C1        | C2        | DE        | Cons        | Lab        | <u>Lib Dem</u>  | UKIP        | DK/ Ref    | Cons      | Lab       | Lib Dem   |
| Unweighted base   | 1001         | 475        | 526        | 48        | 110       | 186       | 175       | 179          | 303       | 450       | 201       | 132       | 218       | 128         | 62         | 169             | 108         | 389        | 200       | 73        | 320       |
| Weighted base   | 1001         | 490        | 511        | 110       | 160       | 180       | 190       | 160          | 200       | 290       | 300       | 210       | 200       | 125         | 57         | 149             | 110         | 373        | 213       | 52        | 252       |
| Maria Hutchins, the<br>Conservative candidate                                 | 125<br>12%   | 75<br>15%  | 49<br>10%  | 3<br>3%   | 16<br>10% | 19<br>11% | 32<br>17% | 22<br>14%    | 32<br>16% | 45<br>15% | 39<br>13% | 26<br>12% | 14<br>7%  | 125<br>100% | -          | -<br>-          | -           | -          | 79<br>37% | 2<br>4%   | 21<br>8%  |
| John O'Farrell, the<br>Labour candidate                                       | 57<br>6%     | 33<br>7%   | 24<br>5%   | 14<br>13% | 6<br>4%   | 7<br>4%   | 15<br>8%  | 7<br>4%      | 9<br>4%   | 19<br>7%  | 15<br>5%  | 12<br>6%  | 11<br>6%  | -           | 57<br>100% | -               | -           | -          | 1 *       | 20<br>39% | 17<br>7%  |
| Mike Thornton, the<br>Liberal Democrat<br>candidate                           | 149<br>15%   | 67<br>14%  | 82<br>16%  | 20<br>18% | 30<br>19% | 21<br>12% | 20<br>10% | 29<br>18%    | 28<br>14% | 59<br>20% | 39<br>13% | 24<br>12% | 26<br>13% | -           | -          | 149<br>100%     | -           | -          | 14<br>7%  | 2<br>4%   | 86<br>34% |
| Diane James, the UK<br>Independence Party<br>(UKIP) candidate                 | 110<br>11%   | 60<br>12%  | 50<br>10%  | 7<br>6%   | 15<br>9%  | 22<br>12% | 17<br>9%  | 23<br>14%    | 26<br>13% | 24<br>8%  | 34<br>11% | 28<br>13% | 24<br>12% | -           | -          | -               | 110<br>100% | -          | 37<br>17% | 5<br>10%  | 28<br>11% |
| Michael Walters, the<br>English Democrats<br>candidate                        | *            | -          | *          | -         | -         | -         | -         | *            | -         | *         | -         | -         | -         | -           | -          | -               | -           | -          | -         | -         | *         |
| Darren Procter, the<br>Trade Unionist and<br>Socialist Coalition<br>candidate | *            | -          | *          | -         | -         | -         | -         | -            | *         | -         | -         | -         | *         | -           | -          | -               | -           | -          | -         | *<br>1%   | -         |
| lain Maclennan, the<br>National Health Action<br>Party candidate              | 10<br>1%     | 8<br>2%    | 2 *        | 4<br>4%   | 1<br>1%   | 1 *       | 1<br>1%   | *            | 2<br>1%   | 2<br>1%   | 1 *       | 6<br>3%   | 1<br>1%   | -           | -          | -               | -           | -          | 2<br>1%   | -         | 3<br>1%   |
| Colin Bex, the Wessex<br>Regionalists candidate                               | 2            | 2          | -          | -         | 1<br>1%   | -         | 1         | -            | -         | 1         | -         | -         | 1<br>1%   | -           | -          | -<br>-          | -           | -          | -         | 1<br>2%   | 1         |
| Another candidate   | 23<br>2%     | 16<br>3%   | 7<br>1%    | 2<br>1%   | 3<br>2%   | 7<br>4%   | 5<br>3%   | 2<br>1%      | 4<br>2%   | 10<br>3%  | 3<br>1%   | 5<br>2%   | 5<br>3%   | -           | -          | -               | -           | -          | 6<br>3%   | 1<br>1%   | 5<br>2%   |
| Will not vote   | 152<br>15%   | 62<br>13%  | 90<br>18%  | 26<br>23% | 31<br>19% | 36<br>20% | 35<br>18% | 11<br>7%     | 14<br>7%  | 32<br>11% | 42<br>14% | 37<br>18% | 41<br>20% | -           | -          | -               | -           | -          | 12<br>6%  | 4<br>8%   | 9<br>3%   |
| Refused   | 124<br>12%   | 53<br>11%  | 71<br>14%  | 3<br>3%   | 12<br>8%  | 17<br>9%  | 19<br>10% | 29<br>18%    | 43<br>21% | 33<br>11% | 34<br>11% | 27<br>13% | 30<br>15% | -           | -          | -               | -           | 124<br>33% | 8<br>4%   | 5<br>10%  | 15<br>6%  |
| Don't know  | 249<br>25%   | 115<br>23% | 134<br>26% | 32<br>29% | 44<br>28% | 50<br>28% | 46<br>24% | 37<br>23%    | 40<br>20% | 65<br>22% | 94<br>31% | 45<br>22% | 45<br>22% | -           | -          | -<br>-          | -           | 249<br>67% | 56<br>26% | 10<br>20% | 67<br>27% |



Absolutes/col percents

Table 3

Q.1 Please say how likely you are to vote in the by-election here, when it happens. Q.2 Who will you vote for in next week's by-election?

THIS TABLE DOES NOT INCLUDE ADJUSTMENT FOR DON'T KNOW/ REFUSERS

|   |              | Gei       | nder      |           |           |           | ge           |              |           |           | Social    |           |           |            |            | oting Intentio |            |         |           | 2010 Vote |           |
|---|--------------|-----------|-----------|-----------|-----------|-----------|--------------|--------------|-----------|-----------|-----------|-----------|-----------|------------|------------|----------------|------------|---------|-----------|-----------|-----------|
|   | <u>Total</u> | Male      | Female    | 18-24     | 25-34     | 35-44     | <u>45-54</u> | <u>55-64</u> | 65+       | AB        | C1        | <u>C2</u> | DE        | Cons       | Lab        | <u>Lib Dem</u> | UKIP       | DK/ Ref | Cons      | Lab       | Lib Dem   |
| Unweighted base   | 383          | 209       | 174       | 13        | 38        | 65        | 66           | 75           | 126       | 189       | 73        | 46        | 74        | 98         | 47         | 127            | 83         | -       | 109       | 35        | 170       |
| Weighted base   | 349          | 193       | 156       | 27        | 48        | 58        | 70           | 63           | 83        | 118       | 100       | 66        | 65        | 92         | 40         | 107            | 86         | -       | 112       | 26        | 128       |
| Maria Hutchins, the<br>Conservative candidate                                 | 92<br>26%    | 57<br>29% | 35<br>23% | *         | 10<br>21% | 15<br>26% | 23<br>33%    | 17<br>27%    | 26<br>31% | 33<br>28% | 28<br>28% | 20<br>31% | 10<br>16% | 92<br>100% | -          | -              | -          | -       | 62<br>55% | 1<br>5%   | 17<br>13% |
| John O'Farrell, the<br>Labour candidate                                       | 40<br>12%    | 23<br>12% | 17<br>11% | 6<br>23%  | 5<br>9%   | 6<br>9%   | 12<br>18%    | 6<br>9%      | 6<br>7%   | 15<br>13% | 12<br>12% | 7<br>10%  | 6<br>10%  | -          | 40<br>100% | -              | -          | -       | 1<br>1%   | 16<br>64% | 15<br>12% |
| Mike Thornton, the<br>Liberal Democrat<br>candidate                           | 107<br>31%   | 50<br>26% | 57<br>36% | 13<br>50% | 18<br>38% | 17<br>28% | 14<br>20%    | 22<br>35%    | 23<br>27% | 41<br>35% | 29<br>29% | 16<br>24% | 21<br>33% | -          | -          | 107<br>100%    | -          | -       | 11<br>10% | 2<br>8%   | 67<br>53% |
| Diane James, the UK<br>Independence Party<br>(UKIP) candidate                 | 86<br>25%    | 47<br>24% | 39<br>25% | 6<br>22%  | 11<br>23% | 17<br>29% | 14<br>20%    | 16<br>25%    | 22<br>26% | 18<br>15% | 28<br>28% | 19<br>30% | 20<br>31% | -          | -<br>-     | -              | 86<br>100% | -       | 31<br>28% | 4<br>15%  | 22<br>17% |
| Michael Walters, the<br>English Democrats<br>candidate                        | *            | -         | *         | -         | -         | -         | -            | *            | -         | *         | -         | -         | -         | -          | -<br>-     | -              | -          | -       | -         | -<br>-    | *         |
| Darren Procter, the<br>Trade Unionist and<br>Socialist Coalition<br>candidate | *            | -         | *         | -         | -         | -         | -            | -            | *<br>1%   | -         | -         | -         | *<br>1%   | -          | -          | -              | -          | -       | -         | *<br>2%   | -         |
| lain Maclennan, the<br>National Health Action<br>Party candidate              | 5<br>1%      | 3<br>2%   | 2<br>1%   | *         | *<br>1%   | 1<br>1%   | 1<br>2%      | *<br>1%      | 2<br>3%   | 1<br>1%   | 1<br>1%   | 1<br>2%   | 1<br>2%   | -          | -          | -              | -          | -       | 1<br>1%   | -         | 3<br>2%   |
| Colin Bex, the Wessex<br>Regionalists candidate                               | 2            | 2<br>1%   | -         | -         | 1<br>2%   | -         | 1<br>1%      | -            | -         | 1         | -         | -         | 1<br>2%   | -          | -          | -              | -          | -       | -         | 1<br>5%   | 1         |
| Another candidate   | 17<br>5%     | 11<br>6%  | 6<br>4%   | 1<br>5%   | 3<br>5%   | 4<br>6%   | 4<br>6%      | 1<br>2%      | 4<br>5%   | 8<br>7%   | 2<br>2%   | 2<br>4%   | 4<br>6%   | -          | -          | -              | -          | -       | 6<br>5%   | 1<br>2%   | 4<br>3%   |



Absolutes/col percents

# Eastleigh By-Election Poll CATI Fieldwork: 19th - 22nd February 2013

#### Table 4 Adjusted Voting Intention Published voting intention figures

|                              | Total      |
|------------------------------|------------|
| Total                        | 408        |
| Conservative                 | 115<br>28% |
| Labour                       | 46<br>11%  |
| Liberal Democrat/<br>Liberal | 136<br>33% |
| Other                        | 111<br>27% |



Absolutes/col percents

Table 5

Q4. And from everything you've seen or heard would you say your view of each of the following is positive, neutral or negative or have you never heard of them until now ...

- Maria Hutchings, the Conservative candidate

|                   | Gender Age Total Male Female 18-24 25-34 35-44 45-54 55-6 |            |            |           |           |           |           |           |           | Social    | Class     |           |           | Vo         | oting Intentio | n         |           |            | 2010 Vote  |           |            |
|-------------------|---|------------|------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|------------|----------------|-----------|-----------|------------|------------|-----------|------------|
|                   | <u>Total</u>  | Male       | Female     | 18-24     | 25-34     | 35-44     | 45-54     | 55-64     | 65+       | AB        | C1        | C2_       | DE        | Cons       | Lab            | Lib Dem   | UKIP      | DK/ Ref    | Cons       | Lab       | Lib Dem    |
| Unweighted base   | 1001  | 475        | 526        | 48        | 110       | 186       | 175       | 179       | 303       | 450       | 201       | 132       | 218       | 128        | 62             | 169       | 108       | 389        | 200        | 73        | 320        |
| Weighted base     | 1001  | 490        | 511        | 110       | 160       | 180       | 190       | 160       | 200       | 290       | 300       | 210       | 200       | 125        | 57             | 149       | 110       | 373        | 213        | 52        | 252        |
| Positive          | 253<br>25%  | 137<br>28% | 116<br>23% | 14<br>13% | 37<br>23% | 39<br>22% | 58<br>30% | 43<br>27% | 62<br>31% | 70<br>24% | 81<br>27% | 56<br>27% | 45<br>22% | 100<br>80% | 4<br>7%        | 15<br>10% | 21<br>19% | 88<br>24%  | 112<br>53% | 12<br>23% | 43<br>17%  |
| Neutral           | 287<br>29%  | 133<br>27% | 153<br>30% | 43<br>39% | 56<br>35% | 59<br>33% | 47<br>25% | 43<br>27% | 39<br>19% | 94<br>32% | 90<br>30% | 54<br>26% | 49<br>24% | 21<br>17%  | 7<br>12%       | 55<br>37% | 30<br>27% | 132<br>35% | 50<br>23%  | 4<br>8%   | 85<br>34%  |
| Negative          | 308<br>31%  | 149<br>30% | 159<br>31% | 28<br>26% | 31<br>19% | 52<br>29% | 63<br>33% | 66<br>41% | 69<br>34% | 95<br>33% | 82<br>27% | 64<br>31% | 67<br>34% | -          | 31<br>55%      | 66<br>45% | 48<br>44% | 107<br>29% | 30<br>14%  | 29<br>56% | 106<br>42% |
| Not heard of them | 154<br>15%  | 71<br>14%  | 83<br>16%  | 25<br>23% | 36<br>23% | 30<br>17% | 22<br>12% | 8<br>5%   | 31<br>16% | 32<br>11% | 47<br>16% | 35<br>17% | 39<br>20% | 4<br>3%    | 15<br>26%      | 12<br>8%  | 11<br>10% | 46<br>12%  | 21<br>10%  | 7<br>13%  | 19<br>7%   |



Absolutes/col percents

Table 6

Q4. And from everything you've seen or heard would you say your view of each of the following is positive, neutral or negative or have you never heard of them until now ...

- David Cameron, the Prime Minister

|                   |            | Gei        | nder       |           |           | Aç        | ge        |           |           |            | Social     | Class     |           |            | V         | oting Intentio | n         |            |            | 2010 Vote |            |
|-------------------|------------|------------|------------|-----------|-----------|-----------|-----------|-----------|-----------|------------|------------|-----------|-----------|------------|-----------|----------------|-----------|------------|------------|-----------|------------|
|                   | Total      | Male       | Female     | 18-24     | 25-34     | 35-44     | 45-54     | 55-64     | 65+       | AB         | C1         | C2_       | DE        | Cons       | Lab       | <u>Lib Dem</u> | UKIP      | DK/ Ref    | Cons       | Lab       | Lib Dem    |
| Unweighted base   | 1001       | 475        | 526        | 48        | 110       | 186       | 175       | 179       | 303       | 450        | 201        | 132       | 218       | 128        | 62        | 169            | 108       | 389        | 200        | 73        | 320        |
| Weighted base     | 1001       | 490        | 511        | 110       | 160       | 180       | 190       | 160       | 200       | 290        | 300        | 210       | 200       | 125        | 57        | 149            | 110       | 373        | 213        | 52        | 252        |
| Positive          | 337<br>34% | 184<br>37% | 153<br>30% | 24<br>22% | 45<br>28% | 63<br>35% | 74<br>39% | 49<br>31% | 82<br>41% | 110<br>38% | 104<br>35% | 64<br>31% | 59<br>30% | 103<br>82% | 12<br>20% | 46<br>31%      | 19<br>18% | 120<br>32% | 122<br>57% | 12<br>22% | 72<br>29%  |
| Neutral           | 319<br>32% | 128<br>26% | 192<br>38% | 54<br>49% | 57<br>35% | 61<br>34% | 53<br>28% | 48<br>30% | 46<br>23% | 96<br>33%  | 103<br>34% | 60<br>28% | 60<br>30% | 19<br>15%  | 8<br>14%  | 50<br>34%      | 21<br>19% | 149<br>40% | 61<br>28%  | 7<br>14%  | 78<br>31%  |
| Negative          | 342<br>34% | 177<br>36% | 165<br>32% | 32<br>29% | 59<br>37% | 56<br>31% | 62<br>32% | 61<br>38% | 72<br>36% | 83<br>29%  | 93<br>31%  | 86<br>41% | 80<br>40% | 3<br>3%    | 38<br>66% | 52<br>35%      | 69<br>63% | 101<br>27% | 29<br>13%  | 33<br>63% | 102<br>41% |
| Not heard of them | 3          | 2          | 1          | -         | -         | -         | 1         | 2<br>1%   | -         | 1          | 1          | -         | 1<br>1%   | -          | -         | -              | -         | 3<br>1%    | 2<br>1%    | -         | -          |



Absolutes/col percents

Table 7

Q4. And from everything you've seen or heard would you say your view of each of the following is positive, neutral or negative or have you never heard of them until now ...
- Chris Huhne, the former Liberal Democrat MP

|                   | Gender Age Total Malo Emplo 19 24 25 24 25 44 45 54 55 64 |      |        |       |       |       |       |       |     | Social | Class |     |     | V    | oting Intentio | n       |      | 2       | 2010 Vote |     |         |
|-------------------|---|------|--------|-------|-------|-------|-------|-------|-----|--------|-------|-----|-----|------|----------------|---------|------|---------|-----------|-----|---------|
|                   | Total   | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB     | C1    | C2  | DE  | Cons | Lab            | Lib Dem | UKIP | DK/ Ref | Cons      | Lab | Lib Dem |
| Unweighted base   | 1001  | 475  | 526    | 48    | 110   | 186   | 175   | 179   | 303 | 450    | 201   | 132 | 218 | 128  | 62             | 169     | 108  | 389     | 200       | 73  | 320     |
| Weighted base     | 1001  | 490  | 511    | 110   | 160   | 180   | 190   | 160   | 200 | 290    | 300   | 210 | 200 | 125  | 57             | 149     | 110  | 373     | 213       | 52  | 252     |
| Positive          | 157   | 82   | 75     | 17    | 10    | 30    | 30    | 29    | 41  | 39     | 39    | 29  | 50  | 12   | 7              | 36      | 17   | 57      | 26        | 10  | 48      |
|                   | 16%   | 17%  | 15%    | 16%   | 6%    | 17%   | 16%   | 18%   | 20% | 14%    | 13%   | 14% | 25% | 10%  | 13%            | 24%     | 15%  | 15%     | 12%       | 19% | 19%     |
| Neutral           | 200   | 72   | 128    | 18    | 47    | 52    | 27    | 25    | 32  | 50     | 67    | 45  | 38  | 19   | 4              | 38      | 16   | 79      | 37        | 8   | 41      |
|                   | 20%   | 15%  | 25%    | 16%   | 29%   | 29%   | 14%   | 15%   | 16% | 17%    | 22%   | 21% | 19% | 15%  | 6%             | 26%     | 14%  | 21%     | 17%       | 16% | 16%     |
| Negative          | 589   | 307  | 282    | 60    | 83    | 94    | 131   | 102   | 119 | 195    | 175   | 120 | 99  | 90   | 35             | 72      | 75   | 214     | 147       | 32  | 160     |
|                   | 59%   | 63%  | 55%    | 54%   | 52%   | 52%   | 69%   | 64%   | 59% | 67%    | 58%   | 57% | 49% | 72%  | 62%            | 48%     | 69%  | 57%     | 69%       | 61% | 63%     |
| Not heard of them | 56  | 30   | 26     | 16    | 21    | 4     | 2     | 5     | 9   | 6      | 19    | 17  | 14  | 3    | 11             | 2       | 2    | 23      | 3         | 2   | 3       |
|                   | 6%  | 6%   | 5%     | 14%   | 13%   | 2%    | 1%    | 3%    | 4%  | 2%     | 6%    | 8%  | 7%  | 3%   | 19%            | 2%      | 2%   | 6%      | 2%        | 3%  | 1%      |



Absolutes/col percents

Table 8

Q4. And from everything you've seen or heard would you say your view of each of the following is positive, neutral or negative or have you never heard of them until now ...

- Nick Clegg, the leader of the Liberal Democrats

|                   |              | Ge         | nder       |           |           | Aç        | ge        |           |           |            | Social     | Class     |           |           | V         | oting Intentio | n         |            | :          | 2010 Vote |           |
|-------------------|--------------|------------|------------|-----------|-----------|-----------|-----------|-----------|-----------|------------|------------|-----------|-----------|-----------|-----------|----------------|-----------|------------|------------|-----------|-----------|
|                   | <u>Total</u> | Male       | Female     | 18-24     | 25-34     | 35-44     | 45-54     | 55-64     | 65+       | AB         | C1         | C2_       | DE        | Cons      | Lab       | <u>Lib Dem</u> | UKIP      | DK/ Ref    | Cons       | Lab       | Lib Dem   |
| Unweighted base   | 1001         | 475        | 526        | 48        | 110       | 186       | 175       | 179       | 303       | 450        | 201        | 132       | 218       | 128       | 62        | 169            | 108       | 389        | 200        | 73        | 320       |
| Weighted base     | 1001         | 490        | 511        | 110       | 160       | 180       | 190       | 160       | 200       | 290        | 300        | 210       | 200       | 125       | 57        | 149            | 110       | 373        | 213        | 52        | 252       |
| Positive          | 214<br>21%   | 98<br>20%  | 116<br>23% | 22<br>20% | 23<br>15% | 37<br>20% | 48<br>25% | 34<br>21% | 51<br>25% | 61<br>21%  | 70<br>23%  | 32<br>15% | 51<br>25% | 16<br>13% | 9<br>16%  | 56<br>37%      | 16<br>14% | 89<br>24%  | 43<br>20%  | 7<br>14%  | 70<br>28% |
| Neutral           | 370<br>37%   | 153<br>31% | 216<br>42% | 35<br>32% | 75<br>47% | 86<br>48% | 67<br>35% | 57<br>35% | 50<br>25% | 109<br>38% | 113<br>38% | 83<br>39% | 65<br>32% | 52<br>42% | 12<br>22% | 56<br>38%      | 22<br>20% | 152<br>41% | 67<br>31%  | 14<br>27% | 94<br>37% |
| Negative          | 397<br>40%   | 228<br>46% | 169<br>33% | 46<br>42% | 58<br>36% | 54<br>30% | 73<br>38% | 68<br>43% | 98<br>49% | 120<br>41% | 111<br>37% | 87<br>42% | 78<br>39% | 53<br>43% | 28<br>49% | 37<br>25%      | 72<br>65% | 127<br>34% | 101<br>47% | 30<br>58% | 88<br>35% |
| Not heard of them | 20<br>2%     | 12<br>2%   | 9<br>2%    | 7<br>6%   | 4<br>2%   | 4<br>2%   | 3<br>1%   | 1<br>1%   | 2<br>1%   | -          | 5<br>2%    | 8<br>4%   | 7<br>4%   | 4<br>3%   | 8<br>13%  | -              | -         | 5<br>1%    | 2<br>1%    | 1<br>1%   | -         |



Table 9

Absolutes/col percents

Q4. And from everything you've seen or heard would you say your view of each of the following is positive, neutral or negative or have you never heard of them until now ...
- John O'Farrell, the Labour candidate

|                   |       | Gei  | nder   |       |       | Αç    | ge    |       |     |     | Social | Class |     |      | V   | oting Intentio | n    |         | :    | 2010 Vote |         |
|-------------------|-------|------|--------|-------|-------|-------|-------|-------|-----|-----|--------|-------|-----|------|-----|----------------|------|---------|------|-----------|---------|
|                   | Total | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB  | C1     | C2    | DE  | Cons | Lab | Lib Dem        | UKIP | DK/ Ref | Cons | Lab       | Lib Dem |
| Unweighted base   | 1001  | 475  | 526    | 48    | 110   | 186   | 175   | 179   | 303 | 450 | 201    | 132   | 218 | 128  | 62  | 169            | 108  | 389     | 200  | 73        | 320     |
| Weighted base     | 1001  | 490  | 511    | 110   | 160   | 180   | 190   | 160   | 200 | 290 | 300    | 210   | 200 | 125  | 57  | 149            | 110  | 373     | 213  | 52        | 252     |
| Positive          | 108   | 56   | 52     | 10    | 12    | 14    | 31    | 15    | 26  | 36  | 17     | 25    | 31  | 4    | 28  | 15             | 12   | 28      | 10   | 27        | 36      |
|                   | 11%   | 12%  | 10%    | 9%    | 7%    | 8%    | 16%   | 9%    | 13% | 13% | 6%     | 12%   | 15% | 3%   | 49% | 10%            | 11%  | 8%      | 5%   | 52%       | 14%     |
| Neutral           | 247   | 111  | 136    | 32    | 57    | 52    | 30    | 43    | 34  | 82  | 88     | 50    | 28  | 30   | 11  | 37             | 29   | 116     | 49   | 8         | 75      |
|                   | 25%   | 23%  | 27%    | 29%   | 35%   | 29%   | 16%   | 27%   | 17% | 28% | 29%    | 24%   | 14% | 24%  | 19% | 25%            | 27%  | 31%     | 23%  | 15%       | 30%     |
| Negative          | 271   | 150  | 121    | 17    | 20    | 44    | 58    | 63    | 69  | 73  | 85     | 58    | 55  | 53   | 9   | 39             | 32   | 88      | 83   | 4         | 66      |
|                   | 27%   | 31%  | 24%    | 15%   | 13%   | 24%   | 31%   | 39%   | 34% | 25% | 28%    | 28%   | 28% | 43%  | 15% | 26%            | 29%  | 23%     | 39%  | 8%        | 26%     |
| Not heard of them | 374   | 172  | 202    | 51    | 71    | 70    | 71    | 39    | 72  | 99  | 111    | 78    | 86  | 37   | 10  | 58             | 36   | 141     | 71   | 13        | 75      |
|                   | 37%   | 35%  | 40%    | 46%   | 45%   | 39%   | 37%   | 24%   | 36% | 34% | 37%    | 37%   | 43% | 30%  | 17% | 39%            | 33%  | 38%     | 33%  | 26%       | 30%     |



Absolutes/col percents

Table 10

Q4. And from everything you've seen or heard would you say your view of each of the following is positive, neutral or negative or have you never heard of them until now ...

- Mike Thornton, the Liberal Democrat candidate

|                   | Gender Age Total Male Female 18-24 25-24 35-44 45-54 56 |      |        |       |       |       |       |       |     | Social | Class |     |     | V    | oting Intentio | n       |      | :       | 2010 Vote |     |         |
|-------------------|---|------|--------|-------|-------|-------|-------|-------|-----|--------|-------|-----|-----|------|----------------|---------|------|---------|-----------|-----|---------|
|                   | Total   | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB     | C1    | C2  | DE  | Cons | Lab            | Lib Dem | UKIP | DK/ Ref | Cons      | Lab | Lib Dem |
| Unweighted base   | 1001  | 475  | 526    | 48    | 110   | 186   | 175   | 179   | 303 | 450    | 201   | 132 | 218 | 128  | 62             | 169     | 108  | 389     | 200       | 73  | 320     |
| Weighted base     | 1001  | 490  | 511    | 110   | 160   | 180   | 190   | 160   | 200 | 290    | 300   | 210 | 200 | 125  | 57             | 149     | 110  | 373     | 213       | 52  | 252     |
| Positive          | 197   | 91   | 106    | 22    | 22    | 32    | 33    | 39    | 50  | 66     | 53    | 31  | 47  | 7    | 8              | 91      | 11   | 65      | 35        | 11  | 90      |
|                   | 20%   | 19%  | 21%    | 20%   | 14%   | 18%   | 17%   | 24%   | 25% | 23%    | 18%   | 15% | 23% | 5%   | 13%            | 61%     | 10%  | 18%     | 16%       | 21% | 36%     |
| Neutral           | 313   | 143  | 170    | 34    | 59    | 68    | 53    | 54    | 44  | 95     | 118   | 60  | 40  | 51   | 17             | 38      | 20   | 146     | 63        | 15  | 92      |
|                   | 31%   | 29%  | 33%    | 31%   | 37%   | 38%   | 28%   | 34%   | 22% | 33%    | 39%   | 29% | 20% | 41%  | 30%            | 26%     | 18%  | 39%     | 29%       | 28% | 36%     |
| Negative          | 193   | 110  | 83     | 21    | 7     | 16    | 48    | 42    | 59  | 55     | 49    | 47  | 42  | 29   | 16             | 1       | 41   | 59      | 46        | 16  | 29      |
|                   | 19%   | 23%  | 16%    | 19%   | 4%    | 9%    | 25%   | 26%   | 29% | 19%    | 16%   | 22% | 21% | 24%  | 27%            | 1%      | 37%  | 16%     | 22%       | 30% | 11%     |
| Not heard of them | 298   | 146  | 152    | 33    | 72    | 63    | 56    | 26    | 48  | 74     | 80    | 72  | 71  | 37   | 17             | 19      | 38   | 102     | 70        | 11  | 41      |
|                   | 30%   | 30%  | 30%    | 30%   | 45%   | 35%   | 29%   | 16%   | 24% | 26%    | 27%   | 34% | 36% | 30%  | 29%            | 13%     | 35%  | 27%     | 33%       | 21% | 16%     |



Table 11

Demographics

Base: All respondents

|                 | Unweighted<br>Total | Weighted<br>Total |
|-----------------|---------------------|-------------------|
| Unweighted base | 1001                | 1001              |
| Weighted base   | 1001                | 1001              |
| <u>Gender</u>   |                     |                   |
| Male            | 475<br>47%          | 490<br>49%        |
| Female          | 526<br>53%          | 511<br>51%        |
| <u>Age</u>      |                     |                   |
| 18-24           | 48<br>5%            | 110<br>11%        |
| 25-34           | 110<br>11%          | 160<br>16%        |
| 35-44           | 186<br>19%          | 180<br>18%        |
| 45-54           | 175<br>17%          | 190<br>19%        |
| 55-64           | 179<br>18%          | 160<br>16%        |
| 65 or older     | 303<br>30%          | 200<br>20%        |
| Mean age        | 52.4                | 47.4              |



Absolutes/col percents

# Eastleigh By-Election Poll CATI Fieldwork: 19th - 22nd February 2013

Table 11 Demographics Base: All respondents

|               | Unweighted<br>Total | Weighted<br>Total |
|---------------|---------------------|-------------------|
| Weighted base | 1001                | 1001              |
| Social Class  |                     |                   |
| AB            | 450<br>45%          | 290<br>29%        |
| C1            | 201<br>20%          | 300<br>30%        |
| C2            | 132<br>13%          | 210<br>21%        |
| DE            | 218<br>22%          | 200<br>20%        |



Table 12
And to which of these ethnic groups do you consider you belong ...
Base: All respondents

|                        | Unweighted<br>Total | Weighted<br>Total |
|------------------------|---------------------|-------------------|
| Unweighted base        | 1001                | 1001              |
| Weighted base          | 1001                | 1001              |
| White                  | 958<br>96%          | 941<br>94%        |
| Mixed                  | 8<br>1%             | 13<br>1%          |
| Indian                 | 2                   | 5<br>1%           |
| Pakistani              | -                   | -                 |
| Bangladeshi            | -                   | -                 |
| Other Asian background | 3                   | 6<br>1%           |
| Black Caribbean        | 4                   | 7<br>1%           |
| Black African          | 1                   | 1                 |
| Other Black background | -                   | -                 |
| Chinese                | 3                   | 3                 |
| Other                  | 2                   | 4                 |
| Prefer not to answer   | 20<br>2%            | 20<br>2%          |



Table 13
Q.5 At the last general election, in May 2010, many people didn't vote. Can you remember, did you vote in that election, or did you not vote?
Could you tell me which party you voted for at the last general election in May 2010? Was it ...
Base: All respondents

|                  | Unweighted<br>Total | Weighted<br>Total |
|------------------|---------------------|-------------------|
| Unweighted base  | 1001                | 1001              |
| Weighted base    | 1001                | 1001              |
| Conservative     | 200<br>20%          | 213<br>21%        |
| Labour           | 73<br>7%            | 52<br>5%          |
| Liberal Democrat | 320<br>32%          | 252<br>25%        |
| Another party    | 24<br>2%            | 25<br>2%          |
| Didn't vote      | 193<br>19%          | 316<br>32%        |
| Refused          | 117<br>12%          | 102<br>10%        |
| Don't know       | 74<br>7%            | 41<br>4%          |

